

## CLAIM AMENDMENTS

1 - 13. (cancelled)

14. (currently amended) A method comprising:

receiving at a user device a hot key signal from an interactive television provider's network, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the Internet Protocol data packet having a header portion and a body portion, the body portion having a data field indicating a location for the additional content, the hot key signal related to an advertisement being viewed by a user of the user device as first full-screen video programming, the hot key signal indicating availability of additional content comprising an additional advertisement that is longer than the advertisement;

determining, at the user device, independent of any request by the user of the user device for the additional content, but based at least in part on whether the additional content is related to the advertisement, whether the hot key signal is relevant to the user;

responsive to determining the hot key signal is relevant to the user, displaying on a screen of the user device a hot key indicating that the hot key signal has been received and the availability of the additional content; and

responsive to receiving an indication that the hot key is accepted by the user, displaying on the screen the additional content as second full-screen video programming.

15. (canceled)

16. (previously presented) The method of claim 14, wherein determining whether the hot key signal is relevant to the user comprises determining whether a destination address for the hot key signal is an address of the user device.

17. (previously presented) The method of claim 16, wherein determining whether the hot key signal is relevant to the user further comprises determining whether the content is related to content in which the advertisement is presented.

18 - 34. (canceled)

35. (currently amended) A system comprising:

a receiver portion to receive a hot key signal related to an advertisement, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the Internet Protocol data packet having a header portion and a body portion, the body portion having a data field indicating a location for the additional content, the hot key signal indicating availability of additional content comprising an additional advertisement that is longer than the advertisement; and

a processor for:

determining whether the hot key signal is relevant to a user of an interactive television (TV) provider currently viewing the advertisement, the determining independent of any request by the user for the additional content, but based at least in part on whether the additional content is related to the advertisement,

responsive to determining the hot key signal is relevant to the user, displaying on a screen a hot key indicating that the hot key signal has been received and the availability of the additional content, and

responsive to receiving an indication that the hot key is accepted, displaying on the screen the additional content as full-screen video programming.

36. (canceled)

37. (original) The system of claim 35, wherein the processor determines whether the hot key signal is relevant to the user based on whether a destination address for the hot key signal is an address of the user.

38. (previously presented) The system of claim 37, wherein the processor determines whether the hot key signal is relevant to the user based on whether the additional content is related to content in which the advertisement is presented.

39 - 53. (canceled)

54. (currently amended) A machine readable medium having stored thereon a series of instructions, the instructions, when executed by a processor, cause the processor to:

receive a hot key signal related to an advertisement, wherein the hot key signal comprises an Internet Protocol (IP) data packet, the Internet Protocol data packet having a header portion and a body portion, the body portion having a data field indicating a location for the additional content, the hot key signal indicating availability of additional content comprising an additional advertisement that is longer than the advertisement;

determine whether the hot key signal is relevant to a user of an interactive television (TV) provider currently viewing the advertisement independent of any request by the user for the additional content, but based at least in part on whether the additional content is related to the advertisement;

responsive to determining the hot key signal is relevant to the user, display on a screen a hot key indicating that the hot key signal has been received and the availability of additional content; and

responsive to receiving an indication that the hot key is accepted by the user, display on the screen the additional content as full-screen video programming.

55. (canceled)

56. (original) The machine-readable medium of claim 54, wherein determining whether the hot key signal is relevant to the user comprises determining whether a destination address for the hot key signal is an address of the user.

57. (currently amended) The machine readable medium of claim 54, wherein determining whether the hot key signal is relevant to the user further comprises determining whether the additional content is related to content in which the advertisement is presented.

58-65. (canceled)